

SOCIAL MEDIA POLICY - Dundalk FM

Last updated: 11th March 2021

Introduction

The Social Media Policy document provides guidance and direction to Staff, Presenters and Volunteers when utilising all types of social media.

Misuse or abuse of social and digital media can cause significant injury to third parties and can also impact negatively on the reputation of Dundalk FM. The Station is potentially vicariously liable for injury caused by misuse or abuse of social and digital media channels by anyone associated with Dundalk FM. Consequently the station takes any misuse or abuse of social and digital media very seriously.

Like all Staff/Volunteer policies, it is the responsibility of the Manager to address any issues that arise in relation to breach of these policies and regulations. There is also a significant personal responsibility placed on all Staff and Volunteers at the station.

Electronic Communications Policy

Confidential information regarding company business practices and procedures or personal information about any suppliers, advertising clients or employees must not be posted or discussed on Internet social networking websites, Internet video hosting/sharing websites, Internet discussion forums, message boards or Internet chat rooms.

The company reserves the right to take such action as it deems appropriate against users who breach the conditions of these policies or Data Protection regulations. Employees who breach these policies may be denied access to the Station's information technology resources, and may be subject to disciplinary action, including suspension and dismissal as provided for in the disciplinary procedure. Volunteers who breach policy may have their membership rescinded.

Code of Standards and Behavior

There is an implied term of mutual trust and confidence between employer and employee in all employment contracts. A very negative, defamatory or damaging posting or communication by an employee may entitle Dundalk Media Centre CLG T/A Dundalk FM to proceed with the Disciplinary Process, including investigation, and discipline up to dismissal if warranted. If defamatory material is posted on a social networking site, defamation claims may arise against the employee. Employees must not improperly disclose, during or following termination of employment, information gained in the course of their work.

Staff & volunteers who have access to Dundalk FM social media to post on behalf of the station are entrusted so for the purpose of enhancing the service the station provides to users. Anyone posting as Dundalk FM is asked to stop and consider how the post may impact the station.

Posts that may make any negative implications towards the station or another organisation/ persons or indeed posts reflecting personal moral/religious/political beliefs etc will be removed and the perpetrator may face disciplinary procedures.

If you choose to identify yourself as an employee of Dundalk Media Centre CLG (T/A Dundalk FM) or a Dundalk FM broadcaster on social media profiles including your own personal profiles or in your commentary on personal topics within social media sites, it is important to use common sense and be aware of the nature of your comments and their possible consequences. It is important that all our employees and volunteers are aware of the implications of engaging in forms of social media and online conversations that reference the company or your association with the Station. Privacy, Data Protection requirements, defamation law and basic duty of care all still apply in comments that are made while off-duty and online. If

an employee or volunteer comments online in a personal capacity while identified as an employee or volunteer of DMC, these comments can be attributed or perceived as the official position of the company.

Volunteers & Staff - Remember, when using Personal social media:

- Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you but could also reflect on Dundalk FM as you are associated with the station in the public eye.
- Think before you post. Anything you post that is inaccurate, unfair, or breaking privacy standards will ultimately be your responsibility.
- You may come across negative posts about Dundalk FM, but should avoid responding yourself. The post in question should be forwarded to the Station Manager who is authorised to respond (if appropriate) to comments on behalf of Dundalk FM.
- Be conscious when mixing your radio and personal lives. Online, your personal and radio profiles are likely to intersect. The Station respects the privacy of all but you must remember that our listeners, colleagues and the wider Community may have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on very easily.
- Know that the Internet is permanent. Once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous.

Protecting Dundalk FM Staff/Volunteers from online abuse

Given the nature of and the high levels of participation in social media sites like Facebook in Ireland, Staff/Volunteers/Broadcasters may from time to time become the victim of abuse or defamation by members of the public through comments made and published on the Internet or on social networks.

Where this occurs, the Station Manager will work to support you in every way possible. Responsibility for responding to staff or volunteer concerns about and co-ordinating the response to abusive online comments rests with the Manager as is does with all Staff/Volunteer health safety and welfare issues.

Where Staff/Volunteers are notified of or are concerned about an abusive or defamatory post, profile, comment or page relating to the radio, this should be reported immediately to the Manager. The Manager should arrange for the post to be reviewed, and where possible or appropriate, the post should be reported as abuse with the relevant site's existing reporting process. A screenshot should be recorded of the comment.